

IN THE SPECIFICATION

Replace the title of record with the following title:

ELECTRONICALLY READABLE NAME TAGS FOR NETWORK COMMUNICATIONS

Replace paragraph [0002] with the following:

[0002] In a communication network such as a local area network (LAN), devices communicate with each other by sending digital messages. Devices may include printers, storage units, computers, controllers, and others. A typical LAN is one conforming to Ethernet standards. See, e.g., IEEE 802.3 Carrier Sense Multiple Access with ~~Collision~~Collision Detection (CSMA/CD) Access Method and Physical Layer Specifications, and related standards. When more than two devices are present, it is necessary that each device be addressable so that messages may be directed to it. A network address is commonly entered into a device during its manufacture, in particular into an interface card of the device. The address is generally unchangeable. It may be considered to be analogous to a serial number, in that at least ideally no two devices have the same address. However the uniqueness of addresses is difficult to enforce, and typically some devices somewhere will have a common address. In an Ethernet application, the network address is a 48-bit sequence which does not correspond to any name that can be readily remembered by a user. Any device on the Ethernet network that wishes to send a message to another device uses that other device's network address as the destination part of the message header.